

## ABSTRACT

Improved caching of content at caching proxy (“CP”) servers is disclosed. In one aspect, negotiations occur before content is dynamically distributed, whereby an entity such as a Web server selects content and at least one target CP server, and sends a content distribution request to each target, describing the content to be distributed. Preferably, the selection is made by dynamically prioritizing content based on historical metrics. In another aspect, a CP server that receives a content distribution request during these negotiations determines its response to the distribution request. Preferably, content priority of already-cached content is compared to priority of the content described by the content distribution request when making the determination. In yet another aspect, a CP server selectively determines whether to cache content during cache miss processing. Preferably, this comprises comparing content priority of already-cached content to priority of content delivered to the CP server during the cache miss.